



#5

CREATIVITY IN (MARKETING) STORYTELLING

Character Outline Assignment:

- The grades will be published tomorrow by 1pm.
- Use of Chatgpt or any other AI tool is forbidden without explaining how.
- Bullet points are not enough. This is a creative writing exercise.

Student Guide

[Main page](#)

[Programmes, Minors and Courses](#)

[Academic calendar](#)

[Support for studying](#)

[New students](#)

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Aalto University Code of Academic Integrity and Handling Violations Thereof

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Your Group Projects: Zoom in & Zoom out



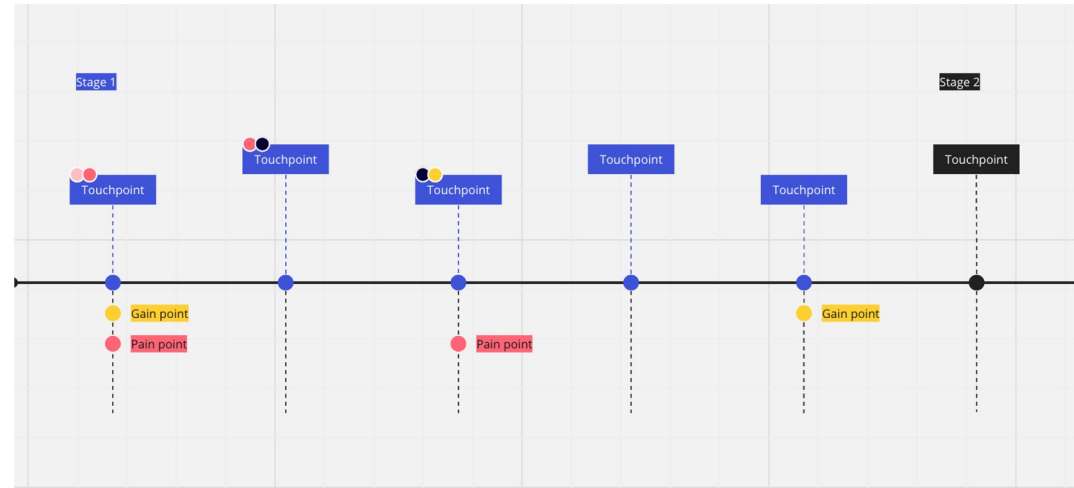
- Jomo
- Fomo
- Sustainable Fashion
- Public Transportation
- Cancel Culture
- Contradictions /
Transparency in Healthy
Eating Culture



- Energy Drinks
- Aalto Course Selection

Useful tips!

- Document your progress
- Don't get stuck in your assumptions
- Understand your problem!
Secondary data is important!
- For example, use Miro to make a customer journey
- See where the problem kicks in and where would be the most valuable intervention





AMC

***WHY STORIES
(AND
CREATIVITY)?***

THE POLARIZATION OF MARKETING

TECHNOLOGY

The Future of Human Work Is Imagination, Creativity, and Strategy

by Joseph Pizrali

JANUARY 18, 2018

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ADRIAN WATTS/PHOTOS

It seems beyond debate: Technology is going to replace jobs, or, more precisely, the people holding those jobs. Few industries, if any, will be untouched.

Knowledge workers will not escape. Recently, the CEO of Deutsche Bank predicted that half of its 97,000 employees could be replaced by robots. One survey revealed that “39% of jobs in the legal sector could be automated in the next 10 years. Separate research has concluded that accountants have a 95% chance of losing their jobs to automation in the future.”

And for those in manufacturing or production companies, the future may arrive even sooner. That same report mentioned the advent of “robotic bricklayers.” Machine learning algorithms are also predicted to replace people responsible for “optical sort sorting, automated quality control, failure detection, and improved productivity and

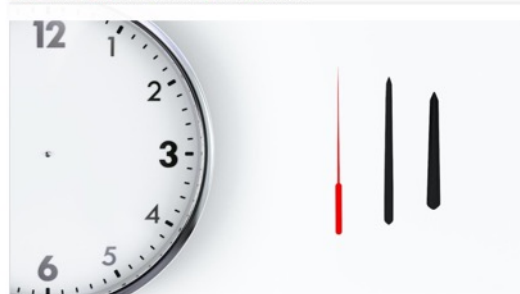
MARKET RESEARCH

Big Data Is Only Half the Data Marketers Need

by Mikkel B. Rasmussen and Andreas W. Hansen

NOVEMBER 16, 2015

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For marketers, truly valuable customer data comes in two forms: thick data and big data. Thick data is generated by ethnographers, anthropologists, and others adept at observing human behavior and its underlying motivations. Big data is generated by the millions of touchpoints companies have with customers. To date, thick data and big data have been promoted and employed by very different people. Thick data has been handled by companies grounded in the social sciences. Big data has been promoted by people with analytics degrees, often sitting in corporate IT functions. There has been very little dialogue between the two.

This is unfortunate. Combining the two approaches can solve many of the problems that each category of data faces on its own. “Thick data’s strength comes from its ability to establish hypotheses about why people behave as they do. It cannot help answer questions of “how much,” only “why.” Big Data has the advantage of being largely unassailable because it is generated by the entire customer population rather than a smaller sample size. But it can only quantify human behavior; it cannot explain its motivations. That is to say, it cannot arrive at a “why.”

MARKETING

Use Big Data to Create Value for Customers, Not Just Target Them

by Niraj Dawar

AUGUST 16, 2016

SAVE SHARE COMMENT TEXT SIZE PRINT \$8.95 BUY COPIES



Big data holds out big promises for marketing. Notably, it pledges to answer two of the most vexing questions that have stymied marketers since they started selling: 1) who buys what when and at what price? and 2) can we link what consumers hear, read, and view to what they buy and consume?

Answering these makes marketing more efficient by improving targeting and by identifying and eliminating the fanned half of the marketing budget that is wasted. To address these questions, marketers have trained their big-data telescopes at a single point: predicting

The Economist

Topics

Current edition

More

Automatic for the people

How Germany's Otto uses artificial intelligence

The firm is using an algorithm designed for the CERN laboratory



Print edition | Business
Apr 16th 2017 | HAMBURG



A GLIMPSE into the future of retailing is available in a smallish office in Hamburg. From there, Otto, a German e-commerce merchant, is using artificial intelligence (AI) to improve its activities. The firm is already deploying the technology to make decisions at a scale, speed and accuracy that surpass the capabilities of its human employees.

Big data and “machine learning” have been used in retailing for years, notably by Amazon, an e-commerce giant. The idea is to collect and analyse quantities of information to understand consumer tastes, recommend products to people and personalise websites for customers. Otto’s work stands out because it is already automating business decisions that go beyond customer management. The most important is trying to lower returns of products, which cost the firm millions of euros a year.

Synergy between data and creativity through storytelling

The Creative Data Lions celebrate the interplay of ideas and information.

"A04 Data Storytelling.

The creative use of data to convey a powerful brand narrative. The work should show how data-driven insight increased consumer engagement or how messages derived from data were presented to provide successful brand/consumer stories."





***WHY STORIES
(AND
CREATIVITY)?***

THE ADVANTAGES OF STORIES

1. Stories create empathy (greater attention, identification, potential for learning)
2. Human memory is episodic anyway!
3. Stories are the most efficient way to convey a lot of information
4. Stories allow for revisiting of important cultural lessons, values, and archetypes (which brands often use!)
5. Stories bring clarity to emotions; they make things “click”!



1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotions
6. Stories

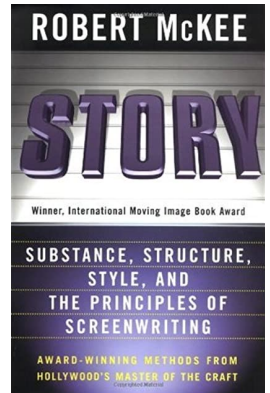
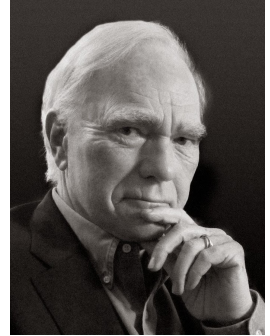
IDEO: HOW WE USE STORIES FOR CREATIVITY

1. Stories have more credibility
2. Storytelling connects with emotions
3. Stories help in investigating uncomfortable topics
4. Storytelling is more compelling in making arguments
5. Storytelling creates heroes and personas
6. Storytelling gives a vocabulary for change
7. Good stories create order from chaos and disconnected elements

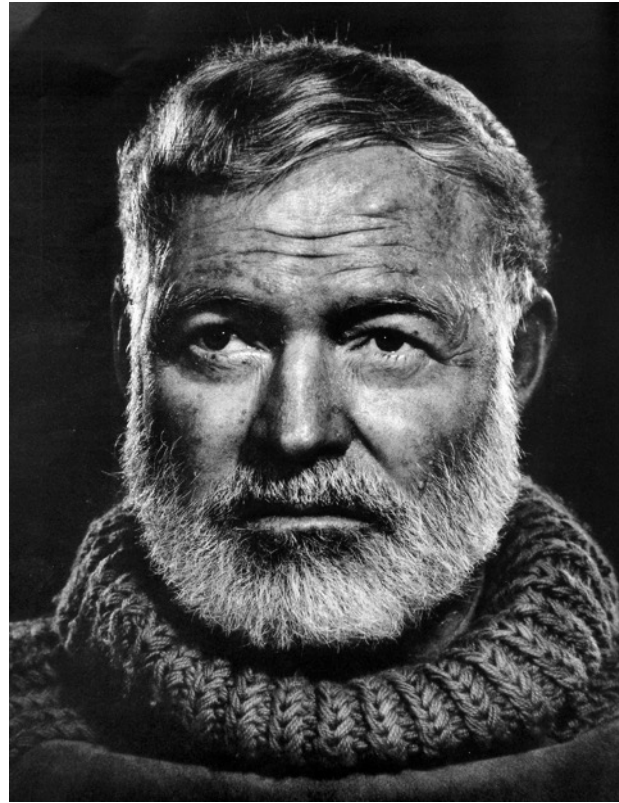


***FROM A MARKETING
PERSPECTIVE, STORIES “SOLVE”
PROBLEMS BY WEAVING
COMPLEXITY INTO A
COHERENT AND RESONANT
NARRATIVE***

“In a story, you do not only weave a lot of information into the telling, but you also arouse your listener’s emotions and energy. Persuading with a story is hard. Any intelligent person can sit down and make lists [for use in a lecture, such as writing ‘reason-why-to-buy advertising copy’]. It takes rationality but little creativity to design an argument using conventional rhetoric. But it demands vivid insight and storytelling skill to present an idea that packs enough power to be memorable. If you can harness imagination and the principles of a well-told story, then you get people rising to their feet amid thunderous applause instead of yawning and ignoring you” (McKee, 2003, p. 52).

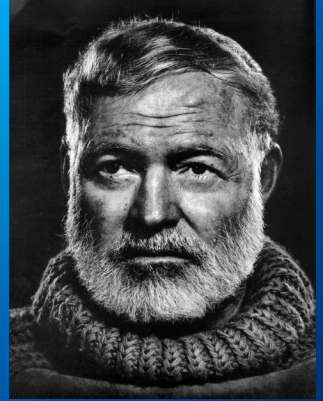


“For sale:
Baby shoes,
never worn.”



A large iceberg floats in a clear blue ocean under a bright blue sky with scattered white clouds. The iceberg's tip is above the water, while its much larger, jagged base is submerged. The water is a deep, clear blue, and the sky is a lighter, vibrant blue.

"THE ICEBERG THEORY OF STORYTELLING"



***A BRAND MUST KNOW ITS
STORY, AND IT SHOULD BE
THE FIRST AND FOREMOST
AUTHOR OF IT!***

***WHY DO WE NEED
STORIES?***

***WHAT DO YOU NEED
FOR A GOOD STORY?***

THE ELEMENTS OF A GREAT STORY

CHARACTER

- How consumers “recognize themselves” as your brand’s potential customers

CULTURAL CONTEXT

- How your brand establishes its contemporary relevance
- Link between brand DNA and today
- Further allows potential customers to recognize themselves

DESIRE, STRUGGLE & TRANSFORMATION

- The emotional heart of the story!



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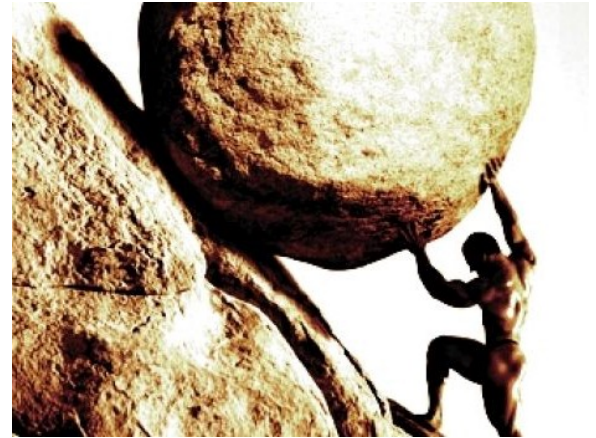
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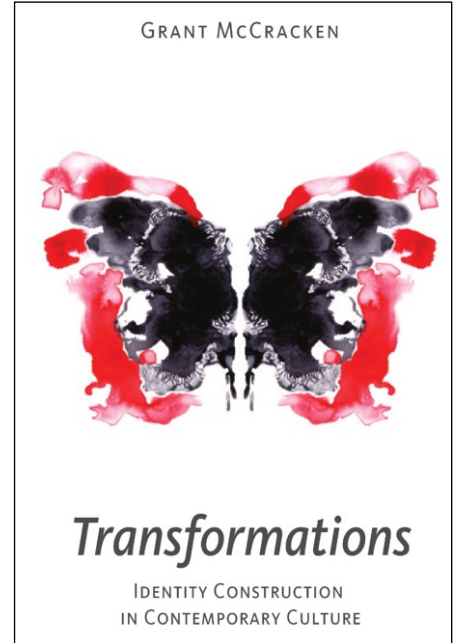
DESIRE, STRUGGLE, AND TRANSFORMATION

- A character in story must have **a clear desire!**
 - “Desire is the blood of a story. Desire is not a shopping list but a core need that, if satisfied, would stop the story in its tracks” (McKee, 2003, p. 55).
- **The struggle** comes from the character being **denied their desires** (external forces in the cultural context, antagonists)
- The character is “revealed” through their **actions when faced with struggles**
- **Transformation** comes when our character either actualizes their desire, or realizes that desire had led them astray



MARKETING OFTEN SELLS TRANSFORMATION!

- A new you
- A better you
- A safer you
- A healthier you
- A happier you
- A truer you
- A more relaxed you
- A better society
- A more sustainable future
- Etc.



***... IT DOES THAT WITHIN THE
CULTURAL CONTEXT,
CREATING RELATABILITY***









***IMPORTANT:
GOOD STORIES
RARELY SAY THINGS
EXPLICITLY—THEY
IMPLY***

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UNDERSTANDING THE CULTURAL CONTEXT:

***A good brand story has to be
culturally resonant, speaking to
the “concerns of the day”***

Gululainen

REISSUMIES



Eläköön Reissumiesten erilaisuus

LÄHTÖKOHTA

Tavoite oli nostaa Mehiläisen mielenärvyyden palveluiden tunnettavuutta. Mehiläisen tarjonta on laajaa, kuten myös käyttäjät: mielenärvyyden ammattilaiset. Järjestyksessä keskeisessä on jännät varjot yksi ryhmä, joka kärsii laajasti mielenärvyyden ongelmista, mutta eivät pidä asiasta mekkalaisia miehiä, erityisesti vanhempi sukupolvi.

INSIGHT

Suomalainen mies ei puhu. Pääsi saunassa Joonas, jos miehet eivät löydä terapiaa, tulee terapiaa löytää miehet.

RATKAISU

Tilaiset saivat + miehet + terapeutit = Mielen vuoro. Mielenärvyydenkoti kolme legendarista yleistä saunaa - Herkun Sauna, Riihimäkin sauna sekä Forum Sauna - tilat olivat Mehiläisen kanssa, ja tarjoivat ryhmäterapiat löydän lämmössä. Syntyi uusi terapian muoto, miesten mielenärvyyden räätälöity saunaterapia. Toiminnallinen ja aidosti apua tarjoava, konkreettinen teko, johon osallistui yli 100 miestä.



MIELTEN VUORO

Uusi, suomalaisille miehille räätälöity terapiamuoto.

”

Mehiläinen järjestää kolmessa kaupungissa suomalaisten saunojen kanssa sarjan miehille suunnattuja terapiasaunavuoroja.

LANSIVÄYLÄ

Suomalaisten ongelmat ruoditaan saunassa – lääkäriasema otti vinkistä vaarin
STARA

HELSINKIIN UUTISEET UUPHMAA

VANTAAN SANOMAT UUPHMAA

LÄNSI-UUSIMAA KESKI-UUSIMAA

MURMURAJEN UUTISET HÄMSALON UUTISET

TERVELEHDIT SEIKKILÄINEN SANOMAT



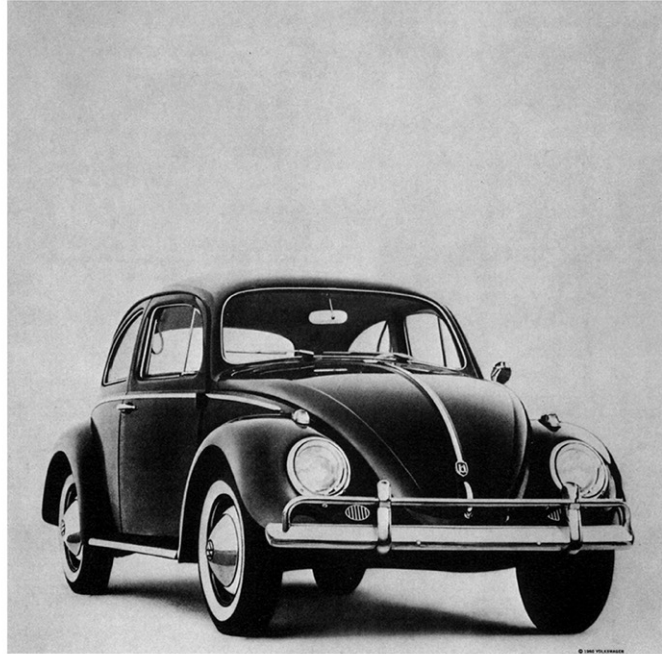
BELVEDERE

VODKA

Not intended for individuals under the legal drinking age. Do not forward to anyone under the legal drinking age.

***CONTINUITY IN BRAND
STORY (THE BRAND'S DNA)***

Volkswagen's brand DNA



Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blinished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Fatal inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.)

We pluck the lemons; you get the plums.





Using Consumption Constellations to Develop Integrated Communications Strategies

Basil G. Englis
BERRY COLLEGE

Michael R. Solomon
AUBURN UNIVERSITY

We advocate a holistic perspective on both communications and consumption processes. Much of the current emphasis in the area of integrated marketing communications is on the effective coordination of activities among different communications media. In contrast, our perspective emphasizes the content of the message and the notion that to create effective message strategies marketers must understand the context in which a product exists for consumers. We call attention to the role that symbolically based product complementarity (termed consumption constellations) plays in creating and maintaining social identities. Understanding how consumption constellations are represented cognitively and used by consumers as guides for consumption behavior provides valuable input in the development of integrated marketing communications. We provide a review of a program of research aimed at developing methods for identifying consumption constellations, and we also discuss the application of this work to developing effective integrated marketing communications strategies. © 1996 Elsevier Science Inc. J BUSN RES 1996. 37.183-191





BUSINESS • 2015 SUPER BOWL

The Ad That Changed Super Bowl Commercials Forever



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GoDaddy Pulls Controversial...



By **JOSH SANBURN** Updated: May 25, 2016 10:05 AM ET | Originally published: January 30, 2015

THE BIG GAME

7 Years Later, VW's 'The Force' Is Still the Dark Lord of Super Bowl Ads

The Deutsch spot that changed the rules continues to cast a shadow

By Tim Nudd | January 30, 2018



What common cultural tensions do you see available for your group project?

What are the typical ways other brands are positioning their products in your product category? What kind of stories do they tell?

What kind of conversations do these tensions produce on social media?

- Where does “joy of missing out” or “fear of missing out” come from?
- What do consumers feel when something they are a fan of is cancelled?
- What do consumers feel about not knowing if their clothes are made in fair conditions or sustainable? Or navigating in the vast ocean of “healthy diet” culture?
- Why do students select certain courses?
- Why do young consumers need to have energy drinks?
- What cultural tensions do other solutions/services to public transportation use?
- Why would someone want to rent clothes or not?